

# SIERRA MADRE NEWS

SIERRA MADRE, COUNTY OF LOS ANGELES, CALIFORNIA

VOLUME 30, No. 16

FRIDAY, JANUARY 10, 1936

## Move to Equalize Taxes Starts Here

### Hitch Over New Name For Sierra Madre Avenue As Old Central Fades Out

Hoover, Baldwin Estate And Arcadia Like Hastings Road As Highway Title

CENTRAL AVENUE in Sierra Madre officially passed out of existence Wednesday evening with final adoption of an ordinance by the City Council changing the name of the city's principal highway to Sierra Madre Boulevard. Under this designation the thoroughfare extends through Sierra Madre, the Hastings ranch, East Pasadena and San Marino to San Marino junction where it intersects Huntington Drive.

The new telephone book, just out of the SIERRA MADRE NEWS printery and which is now being distributed to local subscribers, lists all residents and business houses located on the former Central avenue under the new street designation.

East of Baldwin avenue the new street is East Sierra Madre Madre Boulevard and everything west of it is West Sierra Madre Boulevard.

Opposition having developed to the assignment of the name "Michillinda Boulevard" to the present Sierra Madre avenue, at the city's westerly boundary, Council delayed final action on

the ordinance providing for this change. It had already passed first reading.

Herbert Hoover Jr., a Sierra Madre property owner, appeared before the Council to say that a canvass showed the owners on 75 per cent of the frontage on the present Sierra Madre avenue opposed to the name of Michillinda Boulevard.

"It does not fit into the local history, tradition, and surroundings," said Mr. Hoover, "because it is a combination of the names of three eastern states—Michigan, Illinois and Indiana. It is easily possible to secure a more euphonious title that will have more significance."

He said there was no particular name that he was interested in, but that any one of several suggestions he had heard would seem to be more acceptable than Michillinda. Manager Kniseley of the Baldwin estate, he said, had suggested Hastings Road since he understood Sierra Madre was disposed to honor Charles Hastings, owner of the Hastings ranch, in appreciation of his having given a right of way for the extension of the new Sierra Madre Boulevard through his extensive property.

Hastings avenue or Hastings street, or boulevard, would be all right," broke in Mayor Reavis, "but it ought not to be called a road, I should think."

Mr. Hoover was accompanied to the Council meeting by Grant Corby, a member of the Arcadia Council and of its planning commission. Neither of these bodies had been consulted respecting a name, Hoover said, although the street affected extended for a considerable distance through that city.

Mayor Reavis explained that both the Sierra Madre Planning Commission and the Council had considered the suggestion of Michillinda boulevard because the Regional Planning Commission had suggested the continuation of the present Michillinda boulevard beginning south of Foothill boulevard, evidently with the idea of preventing confusion as far as possible in street names and aiming at a direct thoroughfare that "went somewhere and meant something."

In doing so Mr. Whitnall likewise paid high tribute to the Wistaria Town as a cultural cen-

ter,

Excelling Sierra Madre for its "Pathfinding" resolve to let the county assume certain administrative functions, providing such action will cost taxpayers less, Gordon Whitnall, co-ordinator for the county committee for government simplification last Tuesday graphically explained to a large Open Forum audience what such action would mean.

In doing so Mr. Whitnall like-

wise paid high tribute to the

Wistaria Town as a cultural cen-

ter,

and we'll help you"—Supervisor Herbert C. Legg.

ter,

&lt;

## Townsend Club Elects Officers, Hears Of Movement's Phenomenal Growth

There was an election of officers at the regular meeting of the Sierra Madre Townsend Club on Monday night, in the City Hall. With the exception of Mrs. Rigney, the retiring secretary who explained that it would be impossible for her to continue in that position during the ensuing year, all the incumbent officers were re-elected by a unanimous vote.

The roster of officers now reads: President, Mrs. Minnie R. McDowell; vice-president, A. J. Thompson; secretary, Mrs. Edna Langstaff; treasurer, W. H. Hannaford.

Perley Poore Sheehan acted as chairman for the club during the nominations and balloting.

The re-elected president, Mrs. McDowell, spoke warmly of the continued rapid growth of the movement and recommended that members invite all friends now opposed or indifferent to the movement to the next Tuesday Forum meeting.

## Dessert Bridge

Sponsored by

The Juniors

in  
The Junior Club Rooms

Sat., Jan. 11

at 1 p.m.

Admission 35¢

Reservations call

Ruth Klunk, 299-4

## ARCADIA

— THEATRE —

44 East Huntington Drive  
ARCADIA  
Admission 10¢ and 25¢

Thurs., Fri. — January 9, 10

"VIRGINIA JUDGE"

with Walter C. Kelly and

Marsha Hunt — also

"I LIVE FOR LOVE"

with Dolores Del Rio and

Everett Marshall

Colored Cartoon, "Jack Frost"

Novelty

Sat., Sun., Mon. — Jan. 11, 12, 13

"Last Days of Pompeii"

Starring Norman Foster and

Dorothy Wilson — also

"MUSIC IS MAGIC"

with Alice Fay & Ray Walker

Latest March of Time, No. 9

Cartoon

Sat. Matinee — "Music is Magic"

Tues., Wed. — January 14, 15

Ginger Rogers, George Brent in

"IN PERSON"

also

"PETER IBBETSON"

with

Gary Cooper & Ann Harding,

Pete Smith's "How to Sleep,"

Program Sponsored by

Eastern Star

Thurs., Friday — January 16, 17

"Hands Across the Table"

and

"So Red the Rose"

## VISITORS FROM FAR AND NEAR HOLIDAY HERE

By Mildred C. Bolms

LEANING BITS of news here and there reveal that Sierra Madre, although a bit tired and quiet after the whirlwind of holiday festivities, is still very much on its toes, and has been receiving no end of delightful visitors.

One of these is Mrs. Pauline S. Lee of "Rock Acre," Cornwall, New York, who has just arrived from New York via airplane, to be the winter guest of Miss Daisy Vanner of 153 South Hermosa avenue. Mrs. Lee is the daughter of the novelist, E. P. Roe, whose books will be remembered by many of the older generation.

Mr. and Mrs. Fletcher White of West Montecito avenue paid tribute to the Lone Star folks on New Year's Day by entertaining Mr. and Mrs. Wiggs Babb, after the parade and the Rose Bowl game. Mr. Babb is registrar of Southern Methodist College, and Mrs. Babb is in the reference library at that institution.

Other Texas guests at the White home on last Monday were Mr. and Mrs. Rex W. Hendricks, who resides in Los Angeles now.

Mrs. Cecil Price delighted a large audience by the rendition of several songs.

The Chapter will celebrate its 25th birthday at the next meeting, January 20th.

## SIERRA MADRE WOMEN IN ARCADIA PLAY

The secret is out! The culmination of all those mysterious trips back and forth to classes by certain versatile people of Sierra Madre resulted in a display of histrionic ability at the Woman's Club of Arcadia.

Mrs. Pat Wastun and Mrs. Helen Lovejoy performed with no small amount of ability in a jolly good play last night before an appreciative audience down there. It is against the rules of the copyright owners to give the name of the play.

MRS. J. L. CRISWELL INJURED IN AUTOMOBILE ACCIDENT

The many Sierra Madre friends of Mrs. J. L. Criswell will be grieved to hear of the serious injury she received in an automobile accident on Sunday. She is undergoing treatment at the California Hospital.

Club programs in this community and elsewhere have been enhanced in the past years by Mrs. Criswell's speeches.

## OBITUARY

### JOHANNA COLBERT

Mrs. Johanna Colbert, mother of John E. Colbert, Sr., of 184 North Auburn avenue, has passed away on January 2 at her home in Memphis, Tennessee, where she was born and reared. She was 77 years old. She visited her son here for six months several years ago and had a wide circle of friends here.

Miss Helen Halloran of Missoula, Montana, has been the guest of her parents, Mr. and Mrs. P. M. Halloran of 115 Sierra Madre Boulevard during the holidays. She returned on Friday to resume her studies at the State University.

Miss Florence Neely, of Detroit, Mich., is the house guest of Mr. and Mrs. Robert M. Hicks of 550 Oakdale Drive. And the Robert M. Hicks had an awfully good time, last Sunday when they attended a family dinner down at Hawthorne.

Mr. and Mrs. Harry Lightfoot, of Cypress Court, were hosts on New Year's Day to their granddaughter, Miss Erma Lightfoot of Marshall, Michigan, who is wintering in Los Angeles. The group witnessed the Tournament of Roses.

Mrs. Carl Voss of Salinas, president of the Monterey County League of Women Voters, has been a visitor at the home of the C. A. Vane's on East Central the past week in between flitting here and there to keep interesting engagements.

Mr. and Mrs. Russell Lovejoy of 47 West Grand View avenue entertained old friends from Chicago last Sunday: Mr. and Mrs. E. Parker and son, Joseph, and also, Mrs. R. Murray of Los Angeles.

Other interesting visitors in town have been Mrs. Russell J. Waters of Azusa and her sister, Ethel Carewe Barber, who were Miss Emma Jameson's guests on Sunday.

Dr. and Mrs. H. Harris and Mrs. Anna Burton, who have been holiday guests at the Vanner home, left on December 30 for their round-the-world cruise.

Mr. and Mrs. J. L. Mear and daughter, Pat, of San Diego, were dinner guests of the Edward P. Bradfords of 735 Canyon Crest Drive, on Sunday.

Mr. and Mrs. Stanley Coumbe and family have been greeting guests during the past week at their new home at 521 Alta Vista Drive. The Coumbe home is of early American type, with furnishings of the same period and

## In a Social Way

### YOUNG MUSIC PUPILS PRESENT PROGRAM

Music students of Mrs. G. B. Morgridge and Miss Elizabeth Morgridge took part in an informal program given last Saturday afternoon in the Morgridge home, 19 West Orange Grove avenue. The program consisted of piano and violin solos, piano duets, and a talk by Brian Dunne on the evolution of the violin.

Piano pupils taking part were Raymond and Patricia Andrews, Theresa Keys, Lois Lovell, Ruth Coit, Yvonne Jardine, Jean Nosh, Anna and Margaret Starbuck, Mary Jane Clatworthy, Kimiko Shimizu, Donald Keys. Violin pupils were Billy Adwell, Brian Dunne, Henry Brauman, Kasuto Shimizu, and Betty Preston, the latter from Pasadena.

### RECEPTION HELD FOR YOUNG ARTIST

FOLLOWING the Pasadena Civic Orchestra concert last Saturday evening, Miss Elizabeth Morgridge and Harlow John Mills honored the violin soloist of the evening, Miss Alice Mitchell Plumlee, and her teacher, Miss Vera Barstow, at an informal reception at the Church of Truth in Pasadena.

About 80 guests were present to greet the young artists. The musicians from Pasadena, Los Angeles, Beverly Hills and vicinity who attended the reception all predicted a brilliant future for her. Just a year ago, Miss Morgridge, who studies with the same teacher, was soloist with the Civic Orchestra under the same circumstances.

### NEW YORK GIRL HONORED AT AFTERNOON AFFAIR

Mrs. Nestor A. Young of 209 West Highland avenue complimented her young cousin, Miss Caroline Duncombe of Briarcliff Manor, New York, who has been visiting her cousin, Mrs. Nestor A. Young, of 209 Highland avenue. Miss Duncombe has left to attend Bishop's School in La Jolla; but before leaving renewed old friendships up at Mills College.

### FORUM SPEAKER GUEST OF MRS. LAWLESS

One of the interesting dinner parties of the week was that given by Mrs. W. J. Lawless of West Grand View avenue on Tuesday evening, in honor of Gordon Whittall, Co-ordinator of the County Board of Government Simplification, and speaker at the Forum which followed. Other guests who were asked to meet Mr. Whittall were Mrs. C. A. Allen and Mr. and Mrs. Perley Poore Sheehan.

### BRIDGE LUNCHEON AT CANYON PARK HOME

Mrs. James C. Heasly, of 536 Oakdale Drive, entertained yesterday at a bridge luncheon. The guests were Mrs. C. L. Hoover, of Arcadia; Mesdames A. L. Phelps, George McQueston, J. F. Key, L. Heath, G. D. Johnston, A. J. Dewey, E. P. Bradford.

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## Big Upward Trend Shown By Utility Co.

Marked Increase In Consumption Of Electricity Reflects Better Times

The Southern California Edison Company during 1936 will continue the cooperative, electrical industry business development program carried on throughout the past year, according to the announcement yesterday of Fred Schwartz, manager for the company in this territory. Mr. Schwartz, who attended the company's annual meeting of officers, division and district managers and department heads at Los Angeles, where plans for the new year were set in motion, said that reports presented at the meeting showed that the past year had been one of accomplishment for the company in commercial activities.

"All phases of our 1936 program are based on co-operation with all branches of the electrical industry and all users of electrical service," Mr. Schwartz said. "Last year, due to the activities of electrical dealers in our Southern and Central California territory, aided by our own promotional efforts, sales of electrical equipment for household service showed improvement over the several preceding years. Dealer sales of electric refrigerators totaled some 35,000, nearly double the number sold in 1934. Records of sales of other electrical equipment for homes showed

### DECISION OF CALIFORNIA'S VOTERS WILL SPELL RELAPSE OR RECOVERY IN THIS STATE

Will Pass On More Than A Score Of Vitally Important Issues

By RALPH H. TAYLOR  
(Executive Secretary, Agricultural Council of California)

(Editor's Note: This is the first in a series of four articles by Ralph H. Taylor, executive secretary of the Agricultural Council of California and noted commentator on California governmental problems, analyzing ballot proposals which will be submitted to the voters at the general election next November. Many of these measures are of vital importance and should be carefully considered by every voter and taxpayer.)

ERAS of reconstruction and rehabilitation, which follow in the wake of economic cataclysms, wars and other forms of National disaster, al-

ways have been fraught with great danger to both government and the individual citizen.

Inevitably, a changing order fans the hopes and fires of radicalism, fanaticism and all of the other "isms" which are the bane of popular government.

In many instances, the aftermath of crisis is more dangerous than the crisis itself, for there is a natural "let-down"—a slackening of public vigilance and an exaggerated tolerance of visionary proposals, panaceas and quack remedies, due to the two-fold fact that old standards have been shattered and that the patient is recovering.

California, during 1936, must pass through just such a period of convalescence. At the general election in November, her voters must render the verdict. And an ill-considered verdict, carelessly given, will spell certain relapse, instead of recovery.

The voter's task in sifting the wheat from the chaff at this year's general election will be rendered doubly difficult by one of the most crowded ballots in the history of the State.

In all probability, some 25 or 30 ballot issues—constitutional amendments, initiative proposals and referendum acts—will be submitted to the electors, including several tax measures of transcending importance and at least a half dozen other questions which will provoke a veritable hurricane of propaganda.

At the present time, 14 suggested constitutional amendments (proposed by the legislature), three initiative measures and two referendum acts are already qualified for the battle of ballots. The initiative proposals include the red hot "single tax" act, with a rider amendment repealing the State sales tax; a proposal calling for repeal of the State income tax; and a new teachers' tenure bill, which promises violent controversy in educational circles.

The two referendum proposals—one aimed at the chain store tax bill, and the other at the oleomargarine tax—are certain to bring heavy barrages which will add to the din and confusion at election time.

And in addition to the present array of legislation requiring direct action by the voters, initiative petitions will shortly be placed in circulation to qualify from five to ten additional acts for the November ballot.

The California voter, when he realizes that his home, his business and his pocketbook are clearly at issue in many of the ballot measures, can well afford to forego his favorite mystery and detective stories during at least some of the winter evenings and ponder the problems which devolve from his partnership in government.

Certain it is that intelligent citizenship, if it is achieved, will pay handsome cash dividends during 1936. And it is equally certain that public apathy, if it is permitted, will reap a whirlwind of tax-confiscations and bankruptcies.

(Next: "Sales Tax, Income Tax, Single Tax—Which?")

#### TRUCK BACKS INTO A P.E. TROLLEY TRAIN

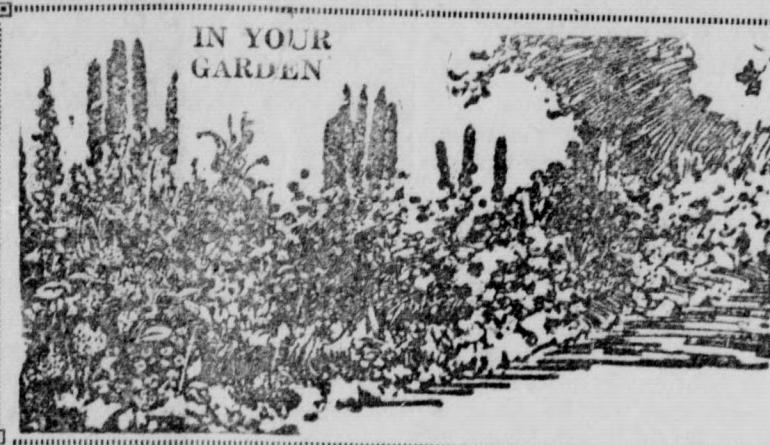
A Los Angeles delivery truck of a man giving his name as Pollard, backed out of a parking space in front of Welch's Feed Store on Baldwin avenue and struck the 3 o'clock Pacific Electric car last Thursday. The driver of the truck, thinking that the street car had already passed by started to back out when the wreck occurred. No one was injured. The rear bumper of his truck was broken off and his truck somewhat smashed. The rear step of the street car was cracked.

#### CUSTOMER PROVES TO BE HER RELATIVE

Miss Eleanor Langstaff, of the Bookshop, started graciously forward to wait upon someone the other day and was agreeably surprised to discover it was her very own uncle, Frank Proctor, of Iowa, whom she has not seen for years. He is out with his son David. Mr. and Mrs. Allen Wilson, of Long Beach were New Year's Day guests at the Percy Langstaff home on Manzanita avenue.

**Sufferers From PULMONARY TUBERCULOSIS**  
INVESTIGATE Fowler's Inhalant  
A VALUABLE ADJUNCTIVE TREATMENT  
Write or Phone for Appointment  
NO OBLIGATION  
**FOWLER LABORATORIES**  
1759 N. Western Ave., L.A.—Granite 8472

SIERRA MADRE NEWS



#### AVOID DISAPPOINTMENT

GREAT disappointment may be avoided if proper care is taken in sowing flower seed. This is a point in successful gardening that cannot be too strongly emphasized. Careful planting is the necessary first start to a good garden.

Very often when no germination results and the seedsman is blamed for poor seed, the fault was with the gardener. More seeds are lost after they have started to germinate than at any other time and it is this preventable loss during the germination period that should be carefully watched.

Seeds do not need rich soil. Fertility is not a prime necessity for seed germination. The fertility is needed after the seeds have germinated and the young plants have started into growth. Therefore any ordinary garden soil prepared by being sifted and given proper drainage will prove an excellent germination medium.

The seeds must be kept moist but not wet during the germinating period. Once the germ has broken the seed coat and the seed box, pot, or seed bed is al-

lowed to dry out the tiny plant dries up and dies without ever getting above the ground. Then you will hear the complaint of bad seed. The soil must be kept at an even degree of moisture and it must be watered often enough to maintain it but it should never be soaked so that it is in the condition of mud.

Hot sun, particularly if coupled with high winds, is a dangerous condition. They quickly dry out the soil and often shrivel seedlings that have gotten above ground safely. Therefore the seed bed should be protected from the hottest sun and should be in a sheltered position so that the force of a drying wind will be broken.

The greatest percentage of plants from a packet of seed will be obtained by sowing in seed boxes or pans because conditions can be maintained and controlled most easily.

We Are Equipped to Handle Any Size Job and Offer Quick Service Sierra Madre News—Phone 48 Get Our Prices on Job Printing

#### COMING EVENTS

##### —FRIDAY—

2nd & 4th—Sierra Madre Firemen, at City Hall.

2nd & 4th—Woman's Guild of Church of Ascension, at Parish House.

2nd & 4th—Boy Scout Troop No. 1, at Congregational Church.

2nd & 4th—Veterans of the Foreign Wars Post, at the Park House, 8 p.m.

##### —SATURDAY—

1st & 3rd—Junior American Legion Auxiliary, at City Hall.

##### —SUNDAY—

Every Sunday—C.Y.P.S. at Congregational Church.

Every Sunday—Christian Endeavor Societies: Young People, 6:15, rotunda; Nipponese Jr. High, 6:15, Bethany Hall. Juniors, 3:30, Bethany Hall.

1st—Communion Day for women of St. Rita's Parish.

2nd—Communion Day for men.

Holy Name Society; Breakfast and business meeting.

3rd—Communion Day for children.

##### —MONDAY—

Every Monday—7:30 p.m. The Townsend Old Age Pension Club, at the City Hall.

1st & 3rd—American Legion Post 297, at City Hall.

2nd—Chamber of Commerce, at City Hall.

1st & 3rd—Poetry Workshop, 55 Olive Ave., 8 p.m.

1st & 3rd—Order of Eastern Star, at Masonic Temple.

2nd—Friendship Club, at Congregational Church.

2nd—Daughters of British Empire.

Last Monday—American Red Cross, at headquarters, 2 N. Baldwin.

##### —TUESDAY—

Every Tuesday—Kiwanis Club meeting and luncheon, at Woman's Club House, 270 West Central Avenue.

1st—Stated meeting of Masonic Lodge, at Temple, 33 East Central.

1st—St. Rita's Altar Society, at St. Rita's Church.

1st—Missionary Meeting at Bethany Church.

1st and 3rd—St. Catherine's Guild at homes of members.

1st & 3rd—Congregational Woman's Society.

1st & 3rd—Sierra Madre Forum, at 7:30 p.m., City Hall.

2nd—City Planning Commission.

3rd—P.T. A., at Grammar School.

3rd—Executive Board meeting of Bethany Missionary Society.

##### —WEDNESDAY—

2nd & 4th—City Council, at City Hall.

2nd & 4th—Woman's Club at Clubhouse.

Every Wednesday—Boy Scout Troop No. 2, at St. Rita's auditorium.

##### —THURSDAY—

Every Thursday—7:30 p.m., Art League, at the Old Barn Studios, 115 Bonita Avenue.

1st & 3rd—Dickens Fellowship Club.

2nd—Modern Frisckles.

2nd & 4th—American Legion Auxiliary.

##### —FRIDAY—

making driving easier and safer than ever before

##### SHOCKPROOF STEERING\*

New Greatly Reduced G.M.A.C. TIME PAYMENT PLAN

The lowest financing cost in G.M.A.C. history. Compare Chevrolet's low de-

livered prices.

## No Rash Promises

are necessary for us to tell you that when you bring your clothes to us for Cleaning and Alteration you will find highest quality workmanship and satisfactory results.

### Sierra Madre Tailors Cleaners & Dyers

W. E. Craig  
14 West Sierra Madre Blvd.

Tony Delvecchi  
Phone 3

Members of Cleaners Service Bureau

## HEAR

# Nathan Hale!

at School Auditorium

Tuesday, Jan. 14, 7:30 P.M.

auspices of

## Forum & Townsend Club

Descendant of Revolutionary hero of same name. Farmer, merchant, manufacturer, Legislator, Congressman . . . now speaker for the Townsend Plan.

Admission Free --- All Invited



MASTER DE LUXE SPORT SEDAN

More miles of pleasure . . . more money in your pocket . . . when you drive CHEVROLET FOR 1936

#### NEW PERFECTED HYDRAULIC BRAKES

The safest and smoothest ever developed

#### SOLID STEEL ONE-PIECE TURRET TOP

A crown of beauty, a fortress of safety

#### GENUINE FISHER NO DRAFT VENTILATION in New Turret Top Bodies

The most beautiful and comfortable bodies ever created for a low-priced car

#### SHOCKPROOF STEERING\*

Making driving easier and safer

than ever before

Y ou may as well save money...particularly when you can get more motoring pleasure in addition to substantial savings . . . and that is the happy experience of people who buy new 1936 Chevrolets.

This new Chevrolet is fast! It's spirited! It goes places as you want your new car to go! And goes with less gas and oil! All of which naturally makes it a much better investment.

Come in—take a ride in this only complete low-priced car—and get proof of its greater value.

CHEVROLET MOTOR CO., DETROIT, MICH.

IMPROVED GLIDING KNEE-ACTION RIDE\*

The smoothest, safest ride of all

HIGH-COMPRESSION VALVE-IN-HEAD ENGINE

Giving even better performance with even less gas and oil

ALL THESE FEATURES AT CHEVROLET'S LOW PRICES

\$495

AND UP. List price of New Standard Coupe at Flint, Michigan. With bumper, spare tire and tire lock, the list price is \$20 additional. Master Models only, \$20 additional. Prices quoted in this advertisement are list at Flint, Michigan, and subject to change without notice. A General Motors Value.

The only complete low-priced car

McDONALD & O'BOYLE

ESTABLISHED 1924

209 EAST FOOTHILL BLVD.

MONROVIA, CALIF.

Local Headquarters, Central Garage, Sierra Madre

PAY AS YOU USE

COSTS NO MORE

TO BUY OR OPERATE

GENERAL INSURANCE

GENERAL INSURANCE

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## SIERRA MADRE NEWS

SIERRA MADRE, CALIF.

Published every Friday  
L. R. GOSHORN  
EDITOR AND PUBLISHER  
TELEPHONE 48  
9 Kersting Court



Member Nat'l Editorial Ass'n

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Three months, 75c.

*They that trust in the Lord shall be as Mount Zion, which cannot be removed, but which abideth for ever.—Ps. cxvii.2.*

*That is the way to be immovable in the midst of troubles, as a rock amidst the waves.*

—R. Leighton.

LETTERS  
From ReadersPROPOSES CHANGES  
FOR THE ROSE PARADE

To the Editor of the Sierra Madre News:

Sir: As an old friend of THE NEWS and of Sierra Madre I am writing you from Glendale a few observations and reflections concerning this year's Tournament of Roses—in which Sierra Madre so bravely shared—with the thought that they might serve some good purposes in the future conduct of the pageant.

I enjoyed the parade very much, the floats were gorgeous, but I saw them from the fourth row and really missed the significance of most of them. That didn't matter to me because this is the first time that I haven't had a front seat, so to speak, and I was very glad to have the opportunity to get the opinion of those in the back rows. They were ten or twelve deep in our block and I dare say it was the same all over town. Aside from the few who brought boxes on which to stand, and those in front, I am afraid that at least 75 percent of the spectators didn't see very much.

I have a few suggestions to make, and if you approve perhaps you could pass them on to the proper authorities.

In the first place, the platform forms of the floats are too close to the ground. It would seem that they could be raised at least three feet, thus enabling all the spectators to see all the floral display and get the full significance of the theme. The lower part could be in green foliage. Perhaps one might argue that the floats would then be top-heavy. Personally, I think they would be much more impressive if they were more compact, providing one could see them in their entirety.

Another thing is the name of the city represented. That is so low that it is impossible to see it from the back rows—even from the fourth. In my opinion that is a very important factor. Raising the platform would correct that condition. Otherwise, it would seem that attractive placards used uniformly, would be appreciated by the spectators. Of course there are programs, but one should not have to resort to a piece of paper to get the details that are a part of the float itself.

These are merely suggestions prompted by comments of bystanders, and since the parade is for the public it seems that the public should be able to enjoy it fully. Perhaps these things have been brought up before and there are reasons why they can't be changed. Anyhow, I decided to mention them to you.

Then, the parking situation isn't so good either. Someone suggested that certain side streets should be filled, then blocked off—perhaps every other one in certain areas. Any reason why then couldn't?

B. A. LINES,  
S. Chevy Chase, Glendale, Calif.Santa Claus Left  
Fine Gift For The  
J. O. Smith Family

There is cause for much rejoicing in the J. O. Smith home at 609 West Central on account of the returning health of one of Sierra Madre's most valued members, Mrs. J. O. Smith.

Mrs. Smith has undergone a serious major operation with exactly one chance in a thousand, according to her surgeons at the Good Samaritan Hospital in Los Angeles. But she came through with flying colors and is more like her former self than she has been for years; which is about the most splendid gift that Santa Claus could leave at this wonderful fireside.

From all indications, Mrs. Smith will be back with her family in another month.

Be a regular subscriber to the Sierra Madre News—send your name in now.

How The Counties Of California Came  
By Their Names And What They Mean

(Editor's Note: This is the 18th installment of the story prepared under the direction of Gov. Merriam from State records showing how the various counties of California acquired their names and the meaning of them.)

TEHAMA COUNTY was created April 9, 1856. "Tehama" is the name of a tribe of Indians which originally inhabited that part of the State which now bears its name. The meaning of the word never has been definitely determined, though some authorities claim it means "high water."

Tehama in the northern section of the great Sacramento Valley is a prosperous land of cattle and sheep, hay and grain and fruit. Of the county's total of 1,872,000 acres, farm lands covering approximately 1,200,000 acres.

While Spain was pioneering coastal California, hardy trappers, hunters and traders explored the Sacramento Valley and many of them settled in what now is Tehama. With forests and mountains on both the east and west and numerous streams, the soil of Tehama is exceptionally fertile and productive. The county, ranging in elevation from 200 to 8,000 feet, produces a wide variety of deciduous fruits, oranges and olives and a high quality mountain apple.

When mining was flourishing on all sides of Tehama in the early fifties, the town of Red Bluff was a community of 100 inhabitants surrounded by extensive stock ranges and farms. It was the head of navigation up the Sacramento river and thrived on trade with the mines. Today it is Tehama's county seat, prosperous and progressive and one of the best known cities in California. Population 13,866, Area, 2925 square miles.

(Next: Tuolumne, Ventura, Yolo and Yuba.)

this lake, and named it "Valle de los Tules" (valley of the tules), from which this county took its name.

Home of the great Sequoia and General Grant National Parks and Mount Whitney, whose summit is the highest point in the United States, Tulare also is noted as one of the wealthiest farming counties in the nation. Approximately 100,000 acres are planted to deciduous fruits and grape vines. Kaweah, Tule and Kern Rivers and Deep Creek furnish abundant water for irrigation.

The raisin is Tulare's outstanding crop with peaches, olives, prunes, figs, plums, apricots and walnuts in the order named. About 1,193,000 acres are given over to farming, making Tulare rank sixth in the State. It is second in acreage irrigated.

Sequoia, or California Big Trees, attract thousands of tourists. It covers 604 square miles and has 12 beautiful groves of redwoods, among which is the Giant Forest of 3200 acres containing 500,000 stately trees, 5000 of which measure more than ten feet in diameter. The General Sherman redwood is the largest living thing on earth, and next to the General Grant, a giant sequoia in Fresno county, is the oldest thing on earth. There is as much lumber in this tree as can be obtained from 20 acres of average California pine forest; enough to erect 40 five-room homes. A train of 30 cars would be required to transport the trunk alone.

From the top of Mount Whitney an awe-inspiring panorama of mountain peaks, the Devil's Amphitheatre, redwood groves and Death Valley, 300 feet below sea level, is revealed... Population, 77,442. Area, 4836 square miles.

"Noah," Andre Obey's sensational play of the Noah family, will complete its run at the Playhouse tomorrow.

Marlborough Terrace Residents  
Look For Many Newcomers Since Santa  
Claus Brought New Roads To The Area

Entering into the holiday spirit the City Council and the Federal Government, through the W.P.A., Christmas Eve presented to the residents of Marlborough Terrace, in the lower end of Sierra Madre canyon, a complete set of newly paved roads. The finished work marks the culmination of efforts on the part of property owners to secure for the tract the civic advantages enjoyed by the rest of Sierra Madre.

Agitation for the new roads started several years ago, but not until last Spring did the project begin to take definite shape. At that time an agreement between the property owners, the City Council, and the Federal Government was reached, whereby the property owners would put up \$1000 and the Federal Government, through the SERA, the remainder, towards the cost of the project. Subsequently, the amount to be contributed by the Marlborough property owners was reduced to \$800.

With the inauguration of the W.P.A., and the junking of the SERA by Washington, the project was held up by red tape for several months more and got underway only late in the fall. Under the terms of the final agreement the Federal Government's contribution was \$5172.

Interviewed by a NEWS reporter several of the residents of the tract expressed complete satisfaction with the new roads and predicted a definite boom in the near future for Marlborough Terrace. Mr. A. J. Dewey, one of the residents of the tract, appeared slightly disturbed at the speed with which delivery wagons

Father Sage Says:

Follow love and it will flee; flee love and it will follow thee.

New Officers Of  
CYPS Take Places  
On Sunday EveningBoy Scouts Invade  
Old Ghost Towns In  
Famed Calico Hills

The Young People of the Congregational Church installed their new officers Sunday evening, at 6:30 p.m. in the ladies parlor of the church.

The new officers are Dorothy Walsworth, president; Randolph Twycross, vice-president; Ray Fox, treasurer; Frances Olds, social secretary; Genelle Paschall, secretary; Rudolph Hartman, publicity manager.

The retiring officers are Miss Cynthia Hull, president; Junior Davis, vice-president; Dorothy Walsworth, social secretary; Howard Morgridge, secretary; Mary Ann Daley, treasurer, and Eugene Keages, publicity manager.

An interesting address was given by Victor Neubling from the Congregational Church Headquarters in Los Angeles on: "The Midwinter Conference at Riverside."

YELLOW JACK COMING  
TO THE PLAYHOUSE

"Yellow Jack," Sidney Howard's thrilling play of the struggles of Dr. Walter Reed and his associates, opens at the Pasadena Community Playhouse on Tuesday night, January 14, continuing through the 25th. On a battle front, extending from Africa to Cuba, "Yellow Jack" has no appeal for weak-kneed theatrogoers for its army camp setting gives it an air of anything but drawing room repartee. It is stern and vital theatre alive and glowing with realism.

"Noah," Andre Obey's sensational play of the Noah family, will complete its run at the Playhouse tomorrow.

High mountains, virgin forests, glacial canyons, emerald lakes, swift streams and incomparable scenery make up Trinity county, of which it has been said: "It is a moist point among those who have viewed the Swiss Alps, or the rugged splendor of the Fjords of Norway, whether any more superb landscapes or glorious sunsets reflected from the snow-clad mountains can be depicted than those in the Trinity Alps."

Trinity County was created February 18, 1850. This is one of the original 27 counties and derived its name from Trinidad Bay, which was discovered and named by Captain Bruno Ezeta on June 11, 1775, a date that happened to be Trinity Sunday. The Spanish charts of the bay were misleading and Major Readings and others thought that the river he named Trinity entered into this bay.

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## WANT ADS

## Classified Rates

## And Instructions

Ten cents per line for first insertion; 7 cents per line for subsequent insertions. Count five words to the line. Two initials count as one word. The minimum charge is 25 cents. In order to avoid expense of bookkeeping and collecting it is desirable that all classified advertisements be paid in advance, unless you have ledger account with THE NEWS. Classified Ads received after 5 p.m. Wednesday may be run under heading 'Too Late to Classify.'

## WORK WANTED

FURNITURE repairing, carpentering, painting and general repairs, door locks and windows. Call, The Handy Man. Phone 384-1. B. A. Platte. 11:11a

## HELP WANTED

WOMAN or young girl to assist in small home; elderly lady; invalid daughter. Not T.B. No laundry; small wages. Brown, 46 E. Laurel Ave. 16:16b

## MISCELLANEOUS

HARDWOOD FLOORS polished, Old floors made like new. Oak floors installed over old pine floor. Call Arcadia 2830 or Address Box K, News Office. 24:11a

## — LEGAL NOTICE —

ORDINANCE No. 371

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF SIERRA MADRE, CHANGING THE NAME OF THAT CERTAIN STREET RUNNING EASTERNLY AND WESTERLY FROM THE WESTERLY BOUNDARY LINE TO THE EASTERN BOUNDARY LINE, HERETOFORE KNOWN AS CENTRAL AVENUE AND ESTABLISHING THE SAME AS SIERRA MADRE BOULEVARD. The City Council of the City of Sierra Madre do ordain as follows:

SECTION I. That the name of that certain street heretofore known as or called, or any portion of which may be or may have been known as or called Central Avenue, running Easterly and Westerly in said City of Sierra Madre from the Westerly boundary line to the Easterly boundary line of said City, be and the same is hereby changed to and established as Sierra Madre Boulevard.

SECTION II. The City Clerk shall certify to the passage of this Ordinance and its approval by the Mayor of the City of Sierra Madre, and shall cause the same to be published by one insertion in the Sierra Madre News, a weekly newspaper of general circulation, published and circulated in said City of Sierra Madre.

Adopted and approved this 8th day of January, 1936.

H. C. REAVIS,  
Mayor of the City of  
Sierra Madre.

ATTEST:  
WAVERLY E. PRATT,  
City Clerk of the City of  
Sierra Madre,  
STATE OF CALIFORNIA  
COUNTY OF LOS ANGELES ss.  
I, Waverly E. Pratt, City Clerk  
of the City of Sierra Madre, do  
hereby certify that the foregoing  
Ordinance was duly passed by the  
City Council of the City of Sierra  
Madre, State of California, and

## FOR SALE MISCELLANEOUS

TYPEWRITERS as advertised on March of Time Radio program. All Portables. Repairs all makes. C. M. Hightower, at Woodson Jones', 27 N. Baldwin. Phone Sierra Madre 32 or Colorado 5265. 16:16

Protect What You Have!  
Insure your property in  
Old Line Companies

C. A. ALLEN  
18 W. Sierra Madre Blvd.  
Realtor — Insurer  
Telephone 309

approved by the Mayor at a regular meeting thereof held on the 8th day of January, 1936, and that the same was passed by the following vote, to-wit:

Ayes: Councilmen Schwartz, Lees, Froehlich and Reavis.  
Nones: None.  
Absent: Councilman Layton.  
IN WITNESS WHEREOF, I have hereunto set my hand and affixed the seal of the City of Sierra Madre, California this 8th day of January, 1936.

WAVERLY E. PRATT,  
City Clerk of the City of  
Sierra Madre.

NOTICE OF COMMISSIONER'S  
SALE ON FORECLOSURE  
No. 382144

G. L. ELLSWORTH, Plaintiff  
vs.—  
ELEANOR S. THISTLEWAITE, et al., Defendants.

In the Superior Court of the State of California in and for the County of Los Angeles

By the judgement and decree of the above entitled court in the above entitled action, entered and recorded on the 31st day of October, 1935, in judgment book 914 at page 361, et seq., wherein the above named plaintiff obtained judgement and decree of foreclosure and sale for the sum of six hundred six and 19/100 Dollars plus interest and costs, to which judgement and decree reference is hereby made, and by order of sale issued to me by the clerk of the said court pursuant thereto, I am commanded to sell at public auction all of the following described premises, situate, lying and being in the City of Sierra Madre, County of Los Angeles, State of California, and bounded and described as follows, to-wit:

Lot 32, Pinney Hotel tract, as per Map Book 17, Page 37 of Miscellaneous Records of Los Angeles County, situated in the City of Sierra Madre, County of Los Angeles, State of California.

PUBLIC NOTICE IS HEREBY GIVEN that on Tuesday, the 4th day of February, 1936, at 12 o'clock noon of that day, at the eastern and Spring Street entrance of the Los Angeles County Hall of Justice, in the City of Los Angeles, County of Los Angeles, and State of California, I will sell the above described property, or so much thereof as may be required in compliance with the said order of sale and decree of foreclosure and sale, to the highest and best bidder for cash.

R. E. ALLEN, Commissioner appointed by said Court.

RALPH F. BAGLEY  
201 Bank of America Building,  
Beverly Hills, Calif.  
Attorney for Plaintiff.

## KING FOR A WEEK!!!



Beef is king this week at all Safeway markets in western United States, having been officially crowned yesterday by Miss Estleian Petty, auburn-haired Southern California beauty. All over the organization Western grown beef is being featured in Safeway's Fourth annual beef week.

Kiwanians  
Install New  
Officials

Rev. Arthur O. Pritchard Assumes Duties Of The Club Presidency

Rev. Arthur O. Pritchard, pastor of the Congregational church, was installed as the new president of the Sierra Madre Kiwanis club Tuesday night at installation ceremonies conducted by Hobart Alter of the Ontario Kiwanis club and newly-elected lieutenant-governor of this Kiwanis district.

Preceding the presentation of the president's button, Mr. Alter stated that "Sierra Madre is a very unique town with a fine body of people. An exceptional record of service over a period of years is requisite of a Kiwanis president. The members of this club have elected you, Arthur, because of your fine work in the community and because they feel that you are capable of fulfilling the duties of the presidency. He then stressed the importance of the other offices of the club and installed Dr. M. H. A. Peterson as vice-president, Jack Hosford as secretary, and Bill Middough as treasurer. Club directors were introduced and installed. They are Harry Lang, John Spoelstra, Ray Caukin, Dr. J. Earl Gossard, Roy Pickett and Charles B. Klunk. A past president's button was presented to Clarence Huntsinger, who was president of the club for 1935.

At the close of the ceremonies Mary Novis White, sister of the famous singers Don and Ted Novis, sang several songs.

HOMETOWN CHILDREN  
DANCE IN PASADENA

The influence of Deaconess Potter over the young ladies in the Sunday School came in for its just share of commendation, together with the altar work and the women who are responsible for its success.

ILLINOISANS TO PICNIC The Illinoisans of Southern California will hold their picnic reunion, all day Saturday, January 18th, in Sycamore Grove Park, Los Angeles. All the usual attractions will be offered including the county registers.

Vestrymen  
And Rector  
Re-elected

Episcopal Churchmen Hold Thanksgiving Service As Reports Are Read

The annual trustee's meeting held at the Church of the Ascension on Monday evening was, decided, a "rejoicing meeting" in every sense of the word, by virtue of the fruitful work accomplished in 1935.

The annual report showed that \$250 have been paid on the mortgage; and that funds will be available to make another payment of \$300 by the end of the year. Splendid reports were given by the heads of the various guilds and departments. All diocesan and missionary obligations have been met in full, the meeting was told.

The vestrymen and rector were unanimously re-elected as follows: Dean Arnold G. H. Bode, rector; vestrymen, J. H. Robertson, C. F. Vanner, Thomas Meador, Jedney Davis, Elmer Pulling and Sam Graham.

Miss Edna Green, secretary; Mrs. T. Flather, treasurer; and Mrs. Floyd, secretary of the U.T.O., gave comprehensive reports of the year's work in the Woman's Guild. Mrs. Webster Vanner and Miss Jean Woodward gave a survey of the activities of St. Catherine's Guild. Mrs. Kitzman gave an interesting report on the choir work.

The Bishop sent out an edict to gain a ten per cent increase in Sunday School pupils, but Dean Bode gathered a thirty per cent increase into the fold.

Among delightful affairs given over in the Crown City during the holiday season was the presentation of former dance pupils of Miss Ruth von Klunk, at the Hotel Green on Xmas Eve. The following little artists participated: Marvel and Roberta Roberts, Alberta Myers, Nancy Lee Bumpus, Marilyn Middough, Mary Lou Lovejoy, Ada Mae Hill, June Colbert, Donald Miller, Maxine Burroughs, and Grace Jensen.

## OUR INVENTORY

just completed, shows some over-stock items, also 1935 models in

## GAS RANGES

which will be moved at

## Greatly Reduced Prices

and on convenient terms

## Refrigerator Bargains

also many small articles such as Field Glasses at 50c, 79c, \$1, \$1.50

J. F. SADLER & Co.  
9 Kersting Court

Phone 264-1

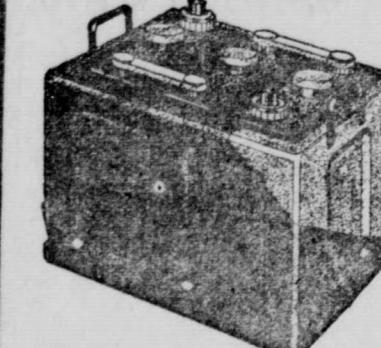
City's Solid Growth  
Gives Former Local  
Editor Real Thrill

Capt. J. F. Whiting, a former editor of THE NEWS, later skipper of the steamer "Peer" and now a resident of Redlands, was in Sierra Madre last Thursday to wish many friends among the older residents here a Happy New Year.

"The greatest thrill I got out of my trip here was to see Sierra Madre's float in the Rose Tournament," said Capt. Whiting, "and there is no end to the joy I feel over the very substantial growth of the city. The newer homes here are splendid. I met some of the newcomers; the homes reflect their personality to a large degree. I'm sure Sierra Madre will be the most desirable home place in all Southern California, not eventually, but shortly."

LOCAL WOMAN HITS A  
LONG SHOT AT TRACK

Mrs. D. C. Preston, proprietor of the Coffee Shop, looked particularly blooming last Tuesday morning. When pressed for an explanation, she admitted winning \$33 the previous afternoon at Santa Anita when Tamalpais romped home. It was a field day for the long shots.

The Sun  
Won't  
Always  
Shine

Avoid rainy morning mishaps... Don't let a dead battery start your day with rain drops...

Let us give your Battery  
a thorough check-up

## NORM'S GARAGE

54 North Baldwin Avenue  
Day and Night Tow Service  
Phones 161-1 — 293-4 — 120-4

*Out goes turkey — in comes BEEF*

**FREE BEEF CHART**  
Julia Lee Wright, of our Homemakers' Bureau, has prepared a pamphlet that gives methods of cooking beef. Ask for your FREE copy at our nearest market. Be early—supply limited.

**PRIME RIB ROAST** Per pound 23¢  
**BEEF ROAST** BLADE OR SEVEN-BONE CENTER CUTS Per pound 16¢  
**SIRLOIN STEAK** For a NEW ENGLAND SIRLOIN or Filet Mignon steaks cut on request. You'll enjoy these prime steer beef steaks.  
**ROUND STEAK** 27¢  
**BOILED DINNER CORNED BEEF** 11¢  
**CORNED BEEF** 18¢  
Ask the market man to cut your steak to order. T-Bone steaks, lb. 30c. Porterhouse, Top Sirloin or Filet Mignon steaks cut on request. We do not sell necks cuts as roasts.  
We recommend our Boiled Dinner. It is economical and nutritious. Serve it with plenty of vegetables. Per pound 11c. Boneless brisket. Serve with cabbage for a real old-fashioned treat that the whole family will enjoy. Our own Per pound 18c.

**BUTTER** Per pound 39¢  
Lucerne Brand. Fancy Grade.  
**BUTTER** Per pound 38¢  
La France Brand. Choice quality.  
**EGGS** LARGE Per dozen 29¢  
FRESH Lucerne Extras—in cartons.

**Stokely's Tomatoes** Solid Pack. No. 2½ can 13¢  
**Chicken of the Sea** 2 cans 25¢  
**Shore Dinner** 15¢  
Delicious Fish loaf, 13-ounce can  
**Medium Size Prunes** Sunsweet Brand. 2-lb. package 13¢  
**Extra Large Prunes** Sunsweet Brand. 1-lb. package 10¢  
**Large Size Prunes** Sunsweet Brand. 1-lb. package 8¢  
**Sperry Pancake Flour** 10¢  
Also for waffles. Small package 10¢  
**Sperry Waffle Flour** 17¢  
Also for pancakes. Large package 17¢

**Folks Act Queer in Fires** Another "fine" article by Paul W. Kearney in this week's Family Circle Magazine

**Libby Peaches** Sliced or Halves 2 cans 29¢  
**Libby Corned Beef** 12-ounce can 15¢  
**Sugar** Pure Cane Sugar 10-pound bag 49¢ Fine granulated 10-pound bag 47¢

**Airway Coffee** Three pounds 44¢ One pound package 15¢  
**Maxwell House** "Vita Fresh" COFFEE One pound can 25¢

**Beer** Padre Beer—Bottles extra (Available in licensed stores) 11-ounce bottle 5¢

**Jell-O** Assorted flavors in fresh gelatin. Note low price. Per Package 5¢

**Fruit Cocktail** Dainty Mix No. 1 can 10¢ Fancy Sliced No. 2½ can 16¢

**Libby Pineapple** No. 1 can 16¢  
**Libby Orange Juice** No. 1 can 10¢

**Durkee's Troco** Premium Margarine 2 pounds 29¢

**Crisco Shortening** Pound can 20¢

**Snowdrift** Pure Vegetable Shortening Pound can 20¢

**Kidney Beans** Stokely's Finest 2 No. 2 cans 17¢

**Lima Beans** Seaside Brand Dried, cooked 2 No. 1 cans 13¢

**Tomato Soup** Van Camp Brand 3 10½-ounce cans 13¢

**Brown Sugar** Golden Brown in cartons. Per Pound 6¢

**Dog Food** Dr. Ross 2 Small cans 9¢ 2 Tall cans 15¢

**Strongheart** DOG FOOD 3 Tall cans 13¢

**Red Line Brooms** 5-sew Each 29¢

**White King Laundry Soap** Granulated SOAP Large Package 29¢

**Clorox Bleach** White King Per Bar 3¢ Liquid, Large size bottle. 13¢

**SAFEWAY**



# The Sierra Madre SHOPPING NEWS

U. S. POSTAGE  
Sec. 435½, P.L.R.  
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Permit No. 18  
Sierra Madre, Calif.  
Ret. Postage Guaranteed

SIERRA MADRE SHOPPING NEWS

FRIDAY, JANUARY 10, 1936

**HEAR  
Nathan Hale!**  
at School Auditorium  
Tuesday, Jan. 14, 7:30 P.M.  
auspices of  
**Forum & Townsend Club**  
Descendant of Revolutionary hero of same name. Farmer, merchant, manufacturer, Legislator, Congressman . . . now speaker for the Townsend Plan.  
Admission Free --- All Invited

HENRY'S  
**COFFEE SHOP** at 45 North Baldwin  
Phone 242-1  
Fine Home-Cooked Meals Served at All Times  
Dinner Served from 11 a.m. to 8 p.m.  
Man-Sized Portions of Quality Food

**Buy Here  
and be  
Satisfied**  
●  
**Shop at  
Norris'  
Grocery**  
where you will receive the finest quality foods at reasonable prices

Choice Fruits,  
Groceries,  
Vegetables,  
Meats

**NORRIS**  
1887

Our Store Is As Near to You as Your Telephone  
Phone 12  
331 W. Sierra Madre Blvd.



More miles of pleasure . . . more money in your pocket . . . when you drive  
**CHEVROLET FOR 1936**

**NEW PERFECTED HYDRAULIC BRAKES**  
the safest and smoothest ever developed

**SOLID STEEL one-piece TURRET TOP**  
a crown of beauty, a fortress of safety

**GENUINE FISHER NO DRAFT VENTILATION**  
in New Turret Top Bodies  
the most beautiful and comfortable bodies ever created for a low-priced car

**SHOCKPROOF STEERING\***  
making driving easier and safer than ever before

**CHEVROLET** You may as well save money . . . particularly when you can get more motoring pleasure in addition to substantial savings . . . and that is the happy experience of people who buy new 1936 Chevrolets.

This new Chevrolet is fast! It's spirited! It goes places as you want your new car to go! And goes with less gas and oil! All of which naturally makes it a much better investment.

Come in—take a ride in this only complete low-priced car—and get proof of its greater value.

CHEVROLET MOTOR CO., DETROIT, MICH.

**6% G.M.A.C. TIME PAYMENT PLAN**  
The lowest finance charge in G.M.A.C. history. Compare Chevrolet's low delivered prices.

**IMPROVED GLIDING KNEE-ACTION RIDE\***  
the smoothest, safest ride of all

**HIGH-COMPRESSION VALVE-IN-HEAD ENGINE**  
giving even better performance with even less gas and oil

**ALL THESE FEATURES AT CHEVROLET'S LOW PRICES**

**\$4.95**

**AND UP.** List price of New Standard Coupe at Flint, Michigan. With bumpers, fenders and tires added to the list price by \$10 additional. \*Knee-Action Ride. Motor Models only, \$20 additional. Prices quoted in this advertisement are list at Flint, Michigan, and subject to change without notice. A General Motors Value.

*The only complete low-priced car*

**McDONALD & O'BOYLE**

ESTABLISHED 1924

209 EAST FOOTHILL BLVD.

MONROVIA, CALIF.

Local Headquarters, Central Garage, Sierra Madre

**Pitzer & Warwick**  
Clothes for Lad and Dad  
321 East Colorado Street  
Pasadena

Store Hours 8:30 to 5:30  
Two Parking Lots—24 S. Garfield and 35 N. Euclid

Ellen Foote, Prop. Phone 87

**Ellen's Beauty Shoppe**  
Unexcelled Beauty Service

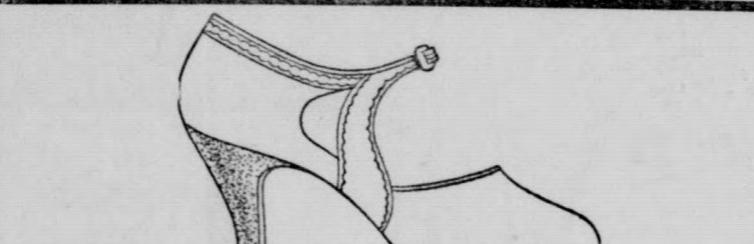
4 W. Sierra Madre Blvd., upstairs

WHEN IN PASADENA VISIT OUR  
Delightful Buffet with Rathskeller Atmosphere  
SERVING  
COCKTAILS AND ALL KINDS OF MIXED DRINKS  
Mixed Correctly

ON TAP . . . ACME BEER

Spanish and American Dishes—Chicken and Steak Dinners  
Turkey and Steak Sandwiches — A la Carte Service

**GAMBRINUS** Manager  
30 North Euclid Pasadena



**CLEARANCE SALE**

20% Off on all Shoes for one week only  
No Charges — No Exchanges

SPECIAL—Munsingwear Service or Chiffon Hose 45c

**Olsen's Shoe Store**

34 North Baldwin Phone 219-2

**CENTRAL MARKET**

CHAS. E. DAVIS FREE DELIVERY TWICE DAILY  
38 WEST SIERRA MADRE BLVD. PHONE 97

Our Boneless Steer Pot Roast  
is Delicious  
No Bone No Waste

FINE FOR SLICING

Corned Beef Tongues . . . lb. 18c

Wilson's Certified Oleo . . . 2 lbs. 27c

**SHORTENING**

Fluffo . . . lb. 14c  
Acorn . . . lb. 12c  
Jewell . . . lb. 14c 4lbs. 54c  
Swift's Silver Leaf Lard . . . lb. 18c

**Cube Steaks** ea. 10c

A choice individual steak, made more tender by our cubing machine

Korn Kountry Bacon . . . lb. 42c  
Heavy and Fat

Swift's or Morrell's Bacon, sliced, lb. 39c

Swift's Premium 1/2lb. pkg. . . . 22c

**Gr'd Beef** Our Usual Quality 16c

**Chuck Roast** lb. 18c

**Fresh Side Pork** lb. 30c

**RAINY DAYS**

Are sure to come, sooner or later---  
Smooth tires and wet streets are no pals for anyone to bet on . . .

Why gamble or take a risk on a blowout or accident? Let us figure your tire problem with you at

**Pickett's Service Station**

**ARCADIA**

— THEATRE —  
44 East Huntington Drive  
ARCADIA  
Admission 10c and 25c

Thurs., Fri. — January 9, 10

"VIRGINIA JUDGE" with Walter C. Kelly and Marsha Hunt — also

"I LIVE FOR LOVE" with Dolores Del Rio and Everett Marshall

Colored Cartoon, "Jack Frost" Novelty

Sat., Sun., Mon.—Jan. 11, 12, 13

"Last Days of Pompeii" Starring Norman Foster and Dorothy Wilson — also

"MUSIC IS MAGIC" with Alice Fay & Ray Walker

Latest March of Time, No. 9 Cartoon

Sat. Matinee—"Music is Magic"

Tues., Wed. — January 14, 15

Ginger Rogers, George Brent in

"IN PERSON" also

"PETER IBBETSON" with

Gary Cooper & Ann Harding

Pete Smith's "How to Sleep" Program Sponsored by Eastern Star

Thurs., Friday—January 16, 17

"Hands Across the Table" and

"So Red the Rose"

Would You  
Drive a Car  
Without  
Brakes



It's more dangerous to drive without INSURANCE

**T. W. Neale**  
INSURANCE  
REAL ESTATE  
86 W. Sierra Madre Blvd.  
Phone 1161

We Are Equipped to Handle Any Size Job and Offer Quick Service  
Sierra Madre News—Phone 48  
Get Our Prices on Job Printing

Made Fresh  
Daily at  
Our Two  
Factories

THORNTON-CARLSON  
Makers of Good

**CANDY**

3229 E. Foothill WA 8366  
1410 W. Colorado WA 6637

Large Assortment of Hard Candies, Britties, English Toffee, etc.

"Imperfect Dips" Chocolates 25c lb.

Your Mirror will tell you if your best friend won't

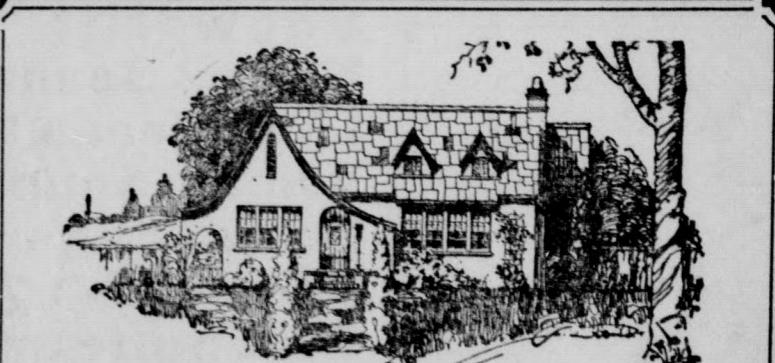
Watch Your Appearance

**LANGLEY'S BARBER SHOP**  
KERSTING COUR

Ivan Karloff  
School of Stage Dancing

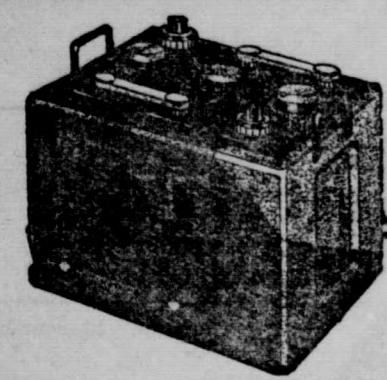
Training in Ballet, Toe, Acrobatic, Tap and Ballroom for

Children and Adults Tuesday and Friday Baldwin Avenue and Sierra Madre Blvd.



What part are you playing in  
Sierra Madre's Big BETTER HOUSING CAMPAIGN?

**Sierra Madre Lumber Co.**  
J. S. BILLHEIMER, Manager  
35 East Montecito Phone 23



## The Sun Won't Always Shine

Avoid rainy morning mishaps... Don't let a dead battery start your day with rain drops...

*Let us give your Battery a thorough check-up*

### NORM'S GARAGE

54 North Baldwin Avenue  
Day and Night Tow Service  
Phones 164-1 — 293-4 — 120-4

'Dependable Seeds' Roses  
No. 1, 2-year-old Budded Dormant Stock  
35¢ each  
3 for \$1.00  
all leading varieties as Pres. Hoover, Talisman, Autumn Colorado 4356

### CAMPBELL SEED STORE

137 W. Colorado, Pasadena  
Protect What You Have!  
Insure your property in Old Line Companies  
C. A. ALLEN  
18 W. Sierra Madre Blvd.  
Realtor — Insurer  
Telephone 309

THANKS TO VITAMIN A  
children grow HUSKIER, HEALTHIER!

Vitamin A—for promoting growth, building resistance against colds. Children prefer it this tasteless way in tiny capsules. Capsule equals about 4 tbsps. cod liver oil.

Puretest HALIBUT LIVER OIL CAPSULES  
50 for \$1

### HARTMAN

Professional Druggists  
Phone 25

### Top Trees Now

Have Us Prune Your Fruit Trees  
PRUNING BRACING BUDDING GRAFTING

B. BOELE  
2481 E. Colorado  
Phone Colorado 2021

### Sufferers From PULMONARY TUBERCULOSIS INVESTIGATE Fowler's Inhalant

A VALUABLE ADJUNCTIVE TREATMENT  
Write or Phone for Appointment  
NO OBLIGATION

FOWLER LABORATORIES  
1759 No. Western Ave., L.A.—Granite 8472

Buy Your Chevrolet or Oldsmobile from McDONALD and O'BOYLE  
Established 1924  
209 E. Foothill Boulevard Monrovia

Dessert Bridge  
Sponsored by The Juniors in The Junior Club Rooms  
Sat., Jan. 11 at 1 p.m.  
Admission 35¢  
Reservations call Ruth Klunk, 299-4

### LAWNS, SPRINKLING SYSTEMS, FERTILIZERS

Ward Nursery & Florist  
Mt. Trail & Laurel Ave.  
Phone 1614

### MISS INEZ HALLORAN TEACHER OF PIANO

Grad. Cincinnati Conservatory  
Phone 193-2  
115 E. Sierra Madre Blvd.

### LYRIC THEATRE

FOOTHILL BLVD.  
MONROVIA • PHONE 3522

— Thursday, Friday, Saturday — January 9, 10, 11

Adolph Zukor presents  
**MILLIONS IN THE AIR**  
A Paramount Picture

— Sunday, Monday, Tuesday — January 12, 13, 14

WILLIAM POWELL in **Rendezvous**  
with **WHEELER WOLSEY** and **DOROTHY LEE**  
RKO-RADIO PICTURE

## No Rash Promises

are necessary for us to tell you that when you bring your clothes to us for Cleaning and Alteration you will find highest quality workmanship and satisfactory results.

### Sierra Madre Tailors Cleaners & Dyers

W. E. Craig  
14 West Sierra Madre Blvd.  
Members of Cleaners Service Bureau

Tony Delveet  
Phone 3

## January Clearance Sale

### at Roberta's Frock Shop

Angora Dresses, reg \$2.95	\$1.95
Dresses, reg. \$4-\$5.95	\$3.95
Angora Lounging Pajamas, reg. \$2.95, sale price	\$1.95
Slip-Over Sweaters, reg. \$1.95	\$1.49
Twin Sweater Sets, reg. \$3.95	\$3.25
Twin Sweater Sets, reg. \$2.95	\$2.49
Skirts, reg. \$2.95	\$2.25
Hats, reg. \$1.95 to \$3.50	\$1.00

22 N. BALDWIN AVE.

### It's a distinction to be a 'Meglin Kiddie'

The only child training school of its kind in the world. Teaching every branch of Dancing; Voice and Drama for Stage, Screen and Radio appearances. Tap, Ballet, Toe, Acrobatics, Personality Singing. All branches of the Drama. Promotes physical perfection and mental alertness.

MEGLIN DANCE STUDIOS  
201 Colorado Theatre Bldg.  
Masonic Temple  
204 W. Foothill, Monrovia

## January Clearance Sale

### Greatly Reduced Prices

Woman's Dresses Voiles and Prints \$1	Silk Hose Phoenix and Mission — Broken sizes, Med. and Light Colors \$1
Woman's Blouses Knit and Rayon \$1	75¢
reg. \$1.25	\$1.50 to \$1.95
Twin Set Sweaters Brushed Wool \$2	49¢
Brushed Wool \$3.75 to \$4.45	knee length
Boys Dress Shirts White and Colors \$1	65¢
Ankle Sox, White and Colors, 2 for 25¢	15¢
36 in. Outing	15¢
36 in. Gingingham	15¢
18x36 Huck Towels	.15¢

J. F. SADLER & Co.  
9 Kersting Court  
Phone 264-1

### Attorneys

ROBERT MITCHELL and NOREN EATON ATTORNEYS-AT-LAW  
520 H. W. Hellman Bldg.  
Los Angeles, Calif.  
Telephone MI 3427

### Osteopaths

DR. MARY GROTH OSTHEOPATH PHYSICIAN & SURGEON  
144 E. Highland Ave.  
For Appointment Phone 285-1

Marcus A. Woodward Jr.  
Attorney at Law

99 Suffolk Ave., City, Tel. 72  
Consultation 9-12 a.m. only

Office 2891 Res. 2491  
Dr. Bruce F. Sims Physician-Surgeon, Osteopath  
Hours 10-12, 2-5  
38 E. Huntington Dr., Arcadia

News Want Ads Pay

## OUR INVENTORY

just completed, shows some over-stock items, also 1935 models in

## GAS RANGES

which will be moved at

### Greatly Reduced Prices

and on convenient terms

### Refrigerator Bargains

also many small articles such as Field Glasses at 50¢, 79¢, \$1, \$1.50

Sierra Madre Hardware Co.



ONE METAL BUDDY HELMET  
AND THREE CANS OF

Holly Cleanser

All For 25¢



SAFeway